

Social Media Guidelines and Policies

Kentucky Library Association

Introduction

The Kentucky Library Association maintains a presence on various social media platforms in order to facilitate the promotion of association activities, provide professional networking opportunities, encourage membership in the association, engage Kentucky librarians and library staff in professional conversation, and keep association members aware of issues impacting Kentucky libraries.

These platforms supplement existing KLA communication venues, such as the KLA website. Social media provides another way for association members to gather news and information and to exchange ideas, queries, and comments.

Content on Social Media Platforms

The content posted on KLA's social media accounts includes but is not limited to:

- KLA news and events
- News and events from KLA affiliates
- Items of interest from other library associations (i.e. ALA), library blogs, and other items of interest
- Advocacy-related information
- Information about awards received by Kentucky librarians and/or authors

Guidelines for Users

Social media platforms can be excellent places for professional conversation. With that in mind, KLA encourages the following "best practices" for interactions on the association's social media accounts:

- **Participate**—The point of social media is that it is social. All are welcome to comment, post, and share information.
- **Be courteous**—Posting of inflammatory content can be detrimental to an environment of professional development. Filter your own comments so KLA doesn't have to.
- **Be aware of privacy policies**—KLA cannot guarantee the privacy of any information entered by users. Use of KLA's social media networks is at the user's risk.

Removing/Editing Content

The account administrators for KLA's social media networks reserve the right to remove any post that they deem inappropriate. Should conflicts arise the KLA Communications Committee and KLA Executive Board will work to resolve these conflicts.

Closing Social Media Accounts

A regular review of KLA's social media accounts will be made. If it is determined that a particular account is no longer serving its purpose, that account will be closed.

Account Administration

KLA's social media accounts will be administered by the Executive Board and the Chair of the Communications Committee.

Passwords for social media accounts will be stored by the Chair of the Communications Committee.